

WDAF - TV - Issue Ad Public File Checklist

1. CROSSROADS GPS
Name of Sponsoring Organization
2. Accepted: ☒ Rejected: ☐ (mark one)
3. Class of Time: ISSUE
4. 8/8 - 8/21
Flight dates and times
5. SEE ORDER
Rate charged
6. US SENATE RACE
Description of Issue
6. 1404 NEW YORK AVE. NW WASHINGTON DC 20005
Address of Sponsoring Organization
7. 703-989-6167
Telephone Number of Sponsoring Organization
- Email Address
8. Sponsor's Officers/Directors/Executive Committee
- | | |
|---------------------|--------------|
| <u>STEVE LAZAR</u> | <u>PRES</u> |
| <u>MARLEE CLARK</u> | <u>TREAS</u> |
| | |
| | |
9. Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes ☒ No ☐
- [Signature]
Name
- 8/7/12
Date



WDAF-TV

ORDER

Print Date 08/07/12

Page 1 of 8

Flight Dates 08/08/12-08/14/12

Contract / Revision 566592 /

Original Date / Revision
08/07/12 08/07/12

Advertiser Crossroads GPS

Agency Crossroads Media, LLC.

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product

Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 886

Alt Order # 09784592

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Order Share 22% Market Value 143750

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 24% | 34500 |
| KCWE | % | 0 |
| KMBC | 22% | 31625 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 32% | 46000 |
| KSMO | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|-------------|------------|-------------|--------------|--------|
| August 2012 | 71 | \$26,881.25 | \$31,625.00 | 0.00 |
| Totals | 71 | \$26,881.25 | \$31,625.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 07/30/12 | 08/14/12 | 71 | \$26,881.25 | \$31,625.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------------------|----|-------------------|-----------------|--------------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | 4 | 08/08/12 | 08/08/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | --W---- | :30 | 1 | \$250.00 | 2 | 0.00 | NM | 1 | \$250.00 |
| FOX 4 NEWS AT 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 2 | 4 | 08/09/12 | 08/09/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | ---T--- | :30 | 1 | \$250.00 | 2 | 0.00 | NM | 1 | \$250.00 |
| FOX 4 NEWS AT 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 3 | 4 | 08/10/12 | 08/10/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | ----F-- | :30 | 1 | \$250.00 | 2 | 0.00 | NM | 1 | \$250.00 |
| FOX 4 NEWS AT 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | | | | | 1 | \$250.00 | | 0.00 | | | |

| | | | | | | | | | | | | | | Totals | |
|--------------------|----|-------------------|-----------------|--------------------------|-------------------|---------------------------|-------------|-----|---------------|----------|-----|------|------|--------|----------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 4 | 4 | 08/13/12 | 08/13/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | M----- | :30 | 1 | \$250.00 | 2 | 0.00 | NM | 1 | \$250.00 |
| FOX 4 NEWS AT 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$250.00 | | 0.00 | | | | | | |
| E 5 | 4 | 08/14/12 | 08/14/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | -T----- | :30 | 1 | \$250.00 | 2 | 0.00 | NM | 1 | \$250.00 |
| FOX 4 NEWS AT 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | 1 | | \$250.00 | | 0.00 | | | | | | |
| E 6 | 4 | 08/09/12 | 08/09/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ---T--- | :30 | 1 | \$450.00 | 1 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 530A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 7 | 4 | 08/14/12 | 08/14/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | -T----- | :30 | 1 | \$450.00 | 1 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 530A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 8 | 4 | 08/08/12 | 08/08/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | --W---- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 6A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 9 | 4 | 08/09/12 | 08/09/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ---T--- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 6A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 10 | 4 | 08/10/12 | 08/10/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ----F-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 6A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 11 | 4 | 08/13/12 | 08/13/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 6A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 12 | 4 | 08/14/12 | 08/14/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | -T----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 6A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 13 | 4 | 08/08/12 | 08/08/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | --W---- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 14 | 4 | 08/09/12 | 08/09/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | ---T--- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------------------|----|-------------------|-----------------|------------------------|--------|---------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 14 | 4 | 08/09/12 | 08/09/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | ---T--- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 15 | 4 | 08/10/12 | 08/10/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | ----F-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 16 | 4 | 08/13/12 | 08/13/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 17 | 4 | 08/14/12 | 08/14/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | -T----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 18 | 4 | 08/08/12 | 08/08/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | --W---- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 19 | 4 | 08/09/12 | 08/09/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | ---T--- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 20 | 4 | 08/10/12 | 08/10/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | ----F-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 21 | 4 | 08/13/12 | 08/13/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 22 | 4 | 08/14/12 | 08/14/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -T----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 23 | 4 | 08/08/12 | 08/08/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | --W---- | :30 | 1 | \$150.00 | 2 | 0.00 | NM | 1 | \$150.00 |
| FOX 4 NEWS AT 9A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 24 | 4 | 08/09/12 | 08/09/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | ---T--- | :30 | 1 | \$150.00 | 2 | 0.00 | NM | 1 | \$150.00 |
| FOX 4 NEWS AT 9A | | | | | | | | | | | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------------------|----|-------------------|-----------------|--------------------------|-------------------|-----------------------------|---------|-----|-------|-------------|-----|---------------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 34 | 4 | 08/09/12 | 08/09/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | ---T--- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 35 | 4 | 08/10/12 | 08/10/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | ----F-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 36 | 4 | 08/13/12 | 08/13/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 37 | 4 | 08/14/12 | 08/14/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | -T----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 38 | 4 | 08/08/12 | 08/08/12 | M-F 5-6p 530-8p | CM-All | 530-6p (5:30 PM-6:00 PM) | --W---- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 39 | 4 | 08/09/12 | 08/09/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | ---T--- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 40 | 4 | 08/10/12 | 08/10/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | ----F-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 41 | 4 | 08/13/12 | 08/13/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 42 | 4 | 08/14/12 | 08/14/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | -T----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | 1 | | | | | \$450.00 | | 0.00 | | | |
| E 43 | 4 | 08/08/12 | 08/08/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | --W---- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX 4 NEWS AT 6P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/08/12 | 08/12/12 | --W---- | 1 | | | | | \$600.00 | | 0.00 | | | |
| E 44 | 4 | 08/09/12 | 08/09/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX 4 NEWS AT 6P | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | Totals | |
|------------------|----|-------------------|-----------------|--------------------------|-------------------|-----------------------------|-------------|-----|---------------|----------|-----|------|------|--------|----------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 44 | 4 | 08/09/12 | 08/09/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX 4 NEWS AT 6P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | 1 | | \$600.00 | | 0.00 | | | | | | |
| E 45 | 4 | 08/10/12 | 08/10/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | ----F-- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX 4 NEWS AT 6P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | 1 | | \$600.00 | | 0.00 | | | | | | |
| E 46 | 4 | 08/13/12 | 08/13/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX 4 NEWS AT 6P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$600.00 | | 0.00 | | | | | | |
| E 47 | 4 | 08/14/12 | 08/14/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | -T----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX 4 NEWS AT 6P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | 1 | | \$600.00 | | 0.00 | | | | | | |
| E 48 | 4 | 08/08/12 | 08/08/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | --W---- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| ACCESS HOLLYWOOD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 49 | 4 | 08/09/12 | 08/09/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | ---T--- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| ACCESS HOLLYWOOD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 50 | 4 | 08/10/12 | 08/10/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p (6:30 PM-7:00 PM) | ----F-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| ACCESS HOLLYWOOD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 51 | 4 | 08/13/12 | 08/13/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| ACCESS HOLLYWOOD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 52 | 4 | 08/14/12 | 08/14/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | -T----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| ACCESS HOLLYWOOD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 53 | 4 | 08/08/12 | 08/08/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | --W---- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | 1 | | \$750.00 | | 0.00 | | | | | | |
| E 54 | 4 | 08/09/12 | 08/09/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | ---T--- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|------------------------------------|----|-------------------|-----------------|------------------------------------|--------|-----------------------------|-------------------|-----|-------------|----------|---------------|------|------|------------------------|-------------|
| E 64 | 4 | 08/08/12 | 08/08/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | --W---- | :30 | 1 | \$375.00 | 2 | 0.00 | NM | 1 | \$375.00 |
| FOX 4 NEWS AT 1030P M-F FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E 65 | 4 | 08/09/12 | 08/09/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | ---T--- | :30 | 1 | \$375.00 | 2 | 0.00 | NM | 1 | \$375.00 |
| FOX 4 NEWS AT 1030P M-F FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E 66 | 4 | 08/10/12 | 08/10/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | ----F-- | :30 | 1 | \$375.00 | 2 | 0.00 | NM | 1 | \$375.00 |
| FOX 4 NEWS AT 1030P M-F FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | ----F-- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E 67 | 4 | 08/13/12 | 08/13/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | M----- | :30 | 1 | \$375.00 | 2 | 0.00 | NM | 1 | \$375.00 |
| FOX 4 NEWS AT 1030P M-F FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E 68 | 4 | 08/14/12 | 08/14/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | -T----- | :30 | 1 | \$375.00 | 2 | 0.00 | NM | 1 | \$375.00 |
| FOX 4 NEWS AT 1030P M-F FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E 69 | 4 | 08/11/12 | 08/11/12 | Sa 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S- | :30 | 1 | \$375.00 | 1 | 0.00 | NM | 1 | \$375.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E 70 | 4 | 08/11/12 | 08/11/12 | Sa 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | -----S- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | | | 1 | | \$450.00 | | 0.00 | | | | |
| E 71 | 4 | 08/12/12 | 08/12/12 | FOX News Sunday FOX News Sunday | CM-All | 9a-10a | -----S | :30 | 1 | \$150.00 | 2 | 0.00 | NM | 1 | \$150.00 |
| FOX NEWS SUNDAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S | | | 1 | | \$150.00 | | 0.00 | | | | |
| Totals | | | | | | | | | | | | | | 71 | \$31,625.00 |